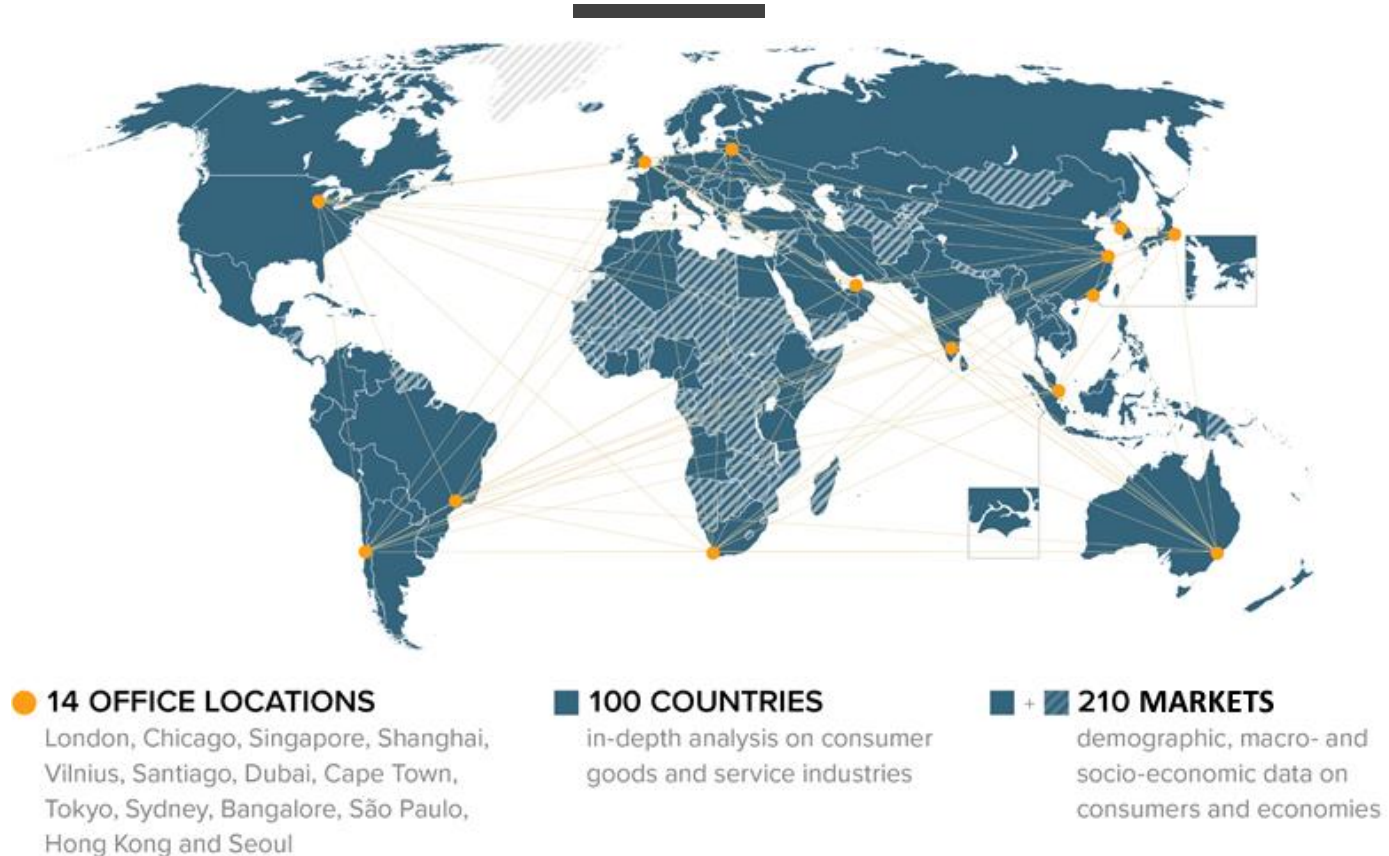


Market Priorities for Expanding North Carolina Exports

Patti LaGuire // Senior Government Account Manager // Euromonitor International

May 24, 2018

Euromonitor International



OVERVIEW

Global Overview

Demographic Drivers

North Carolina Overview

Megatrends

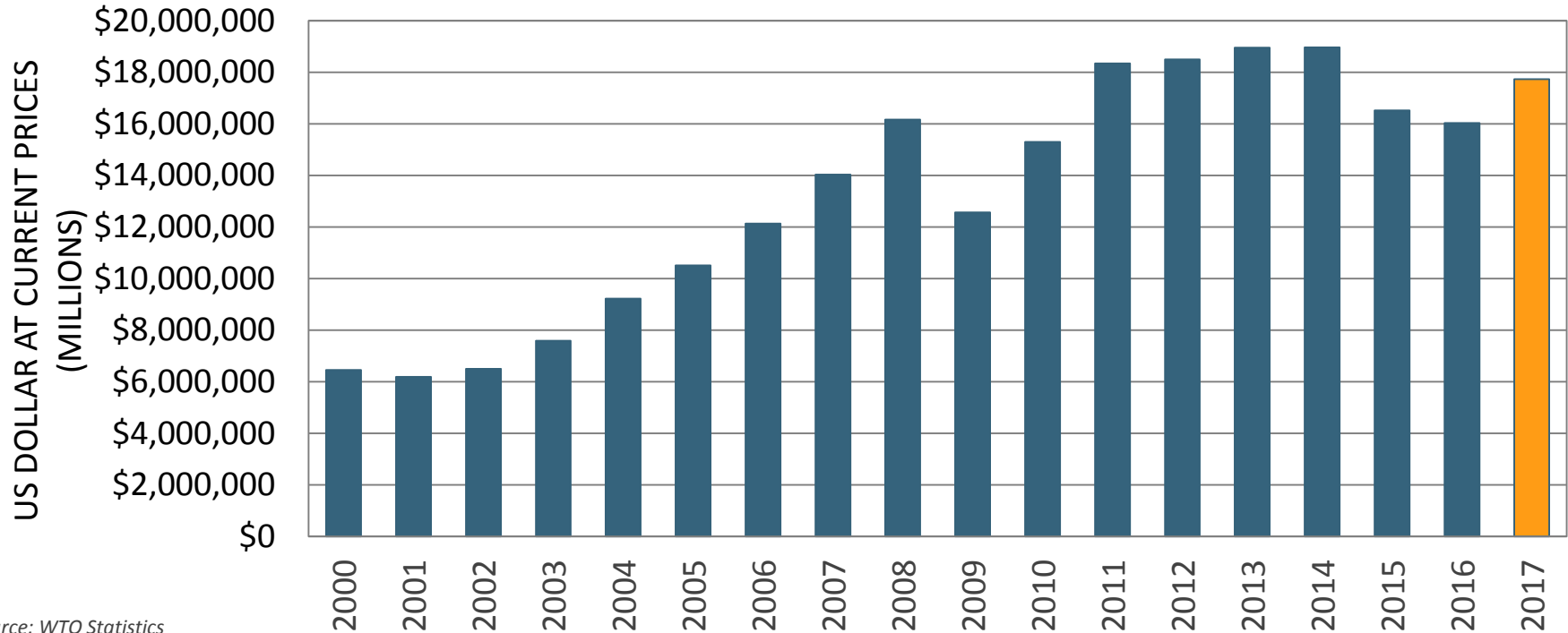


Global Trade Performance At A Glance



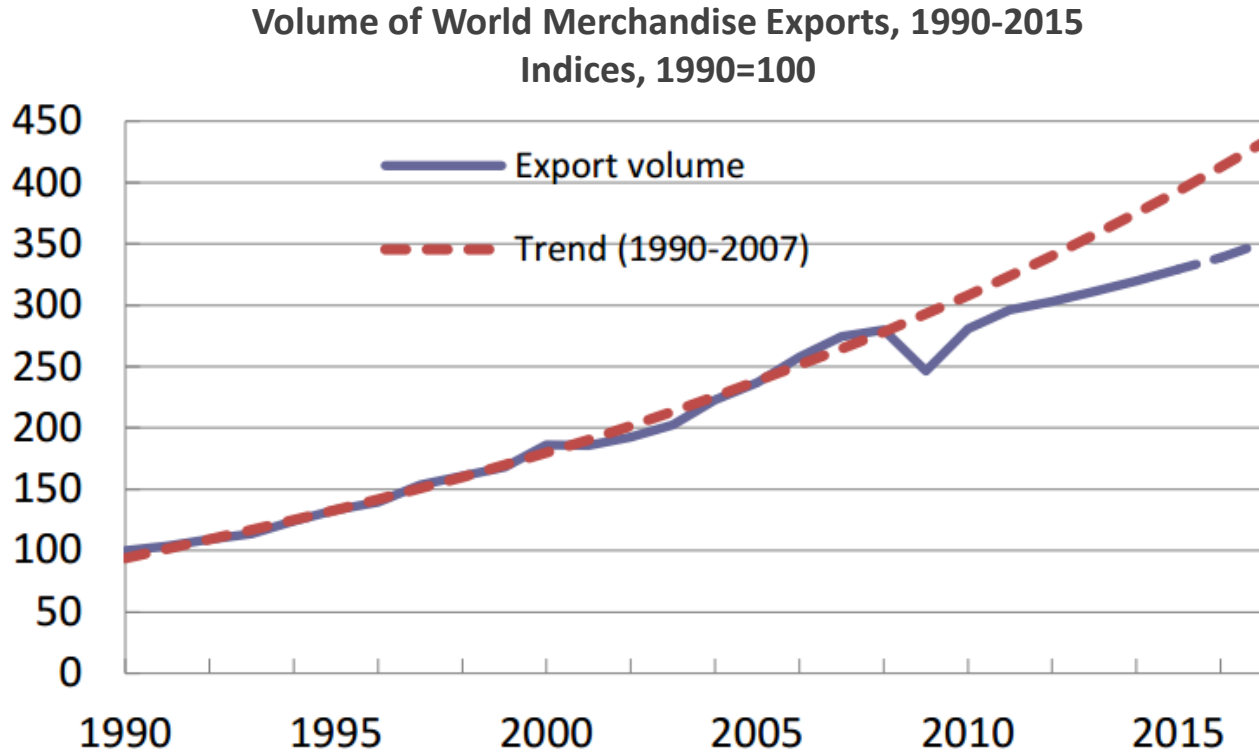
Total World Trade Fluctuates

World Total Merchandise Exports in US Dollars



Source: WTO Statistics

Volume Trend Shows Fairly Consistent Growth

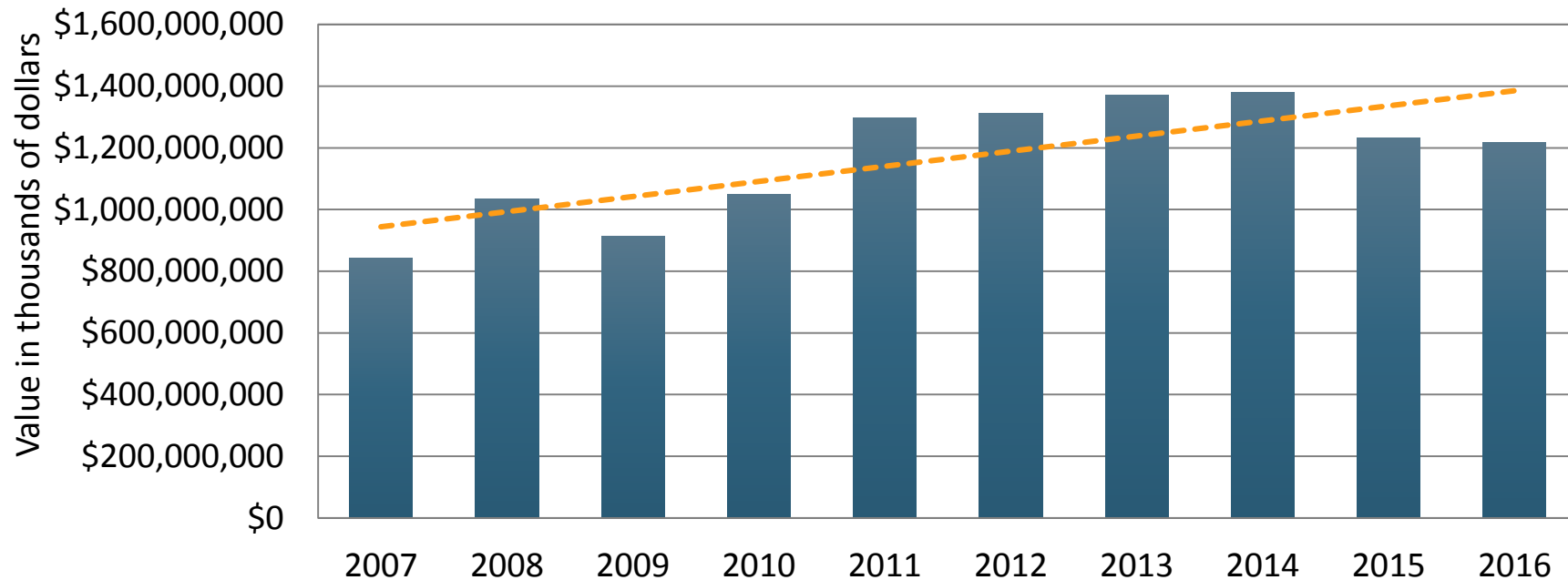


Source: WTO Secretariat

World Agriculture Trade Continues to Grow



World Total Agricultural Exports in US Dollars

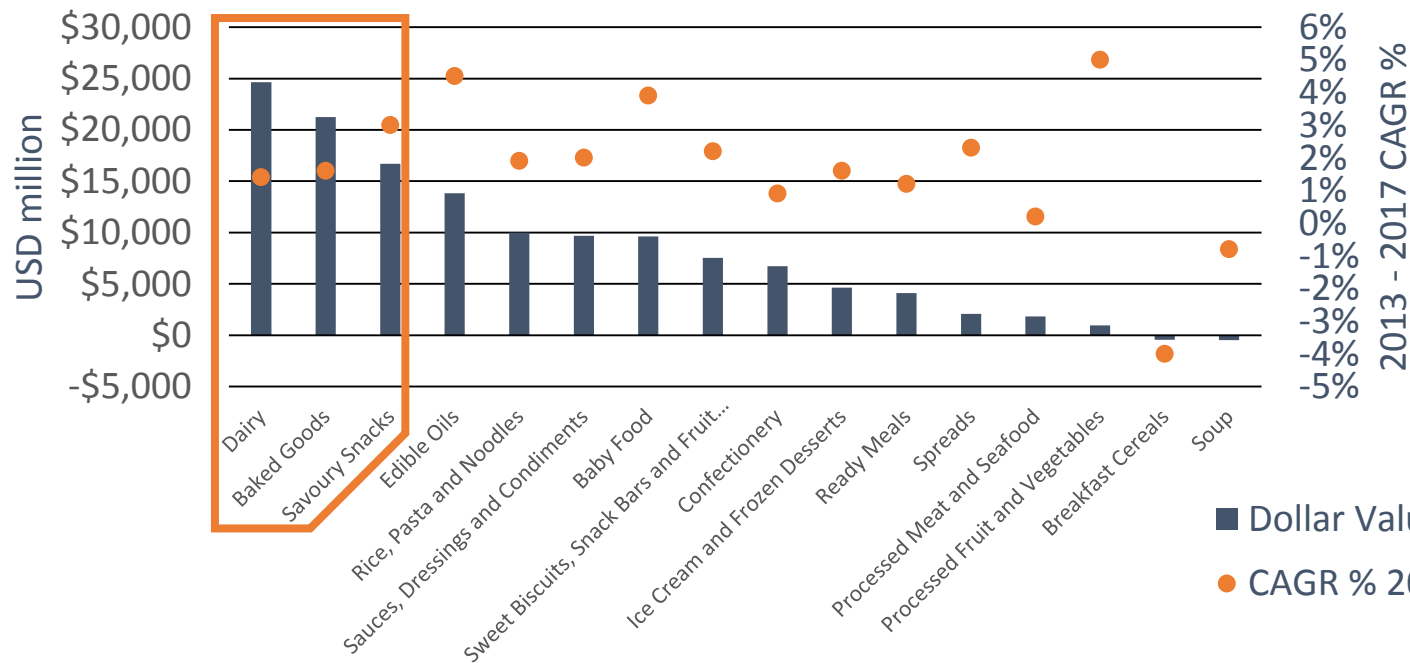


Source: Euromonitor International US Census Bureau

Global Growth in Packaged Foods

47%

Of global growth



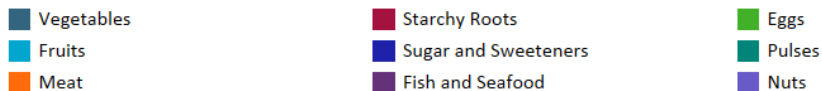
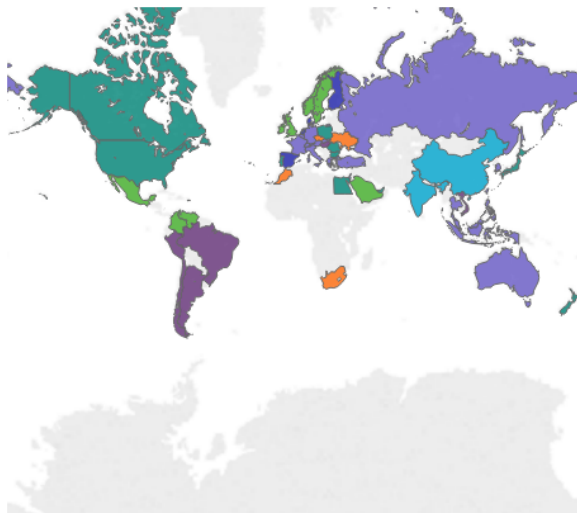
■ Dollar Value 2013 - 2017

● CAGR % 2013 - 2017

Source: Euromonitor Passport

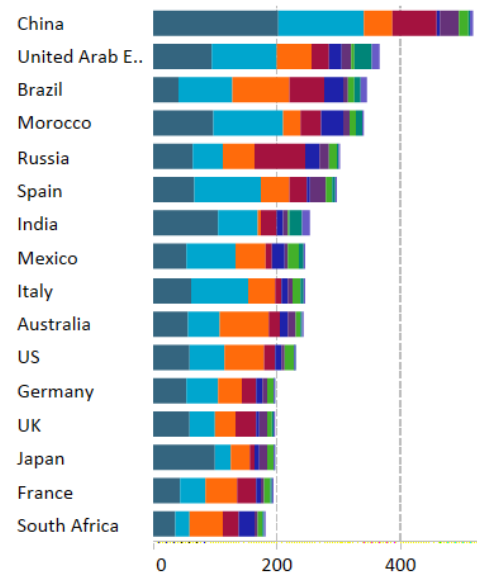
Vegetables and Fruit the Mainstay of Global Fresh Food Consumption

Fresh Food: Map Showing the Fastest Growing Category over the Historic Period in Each Market



Fresh Food: Top 16 Markets 2017

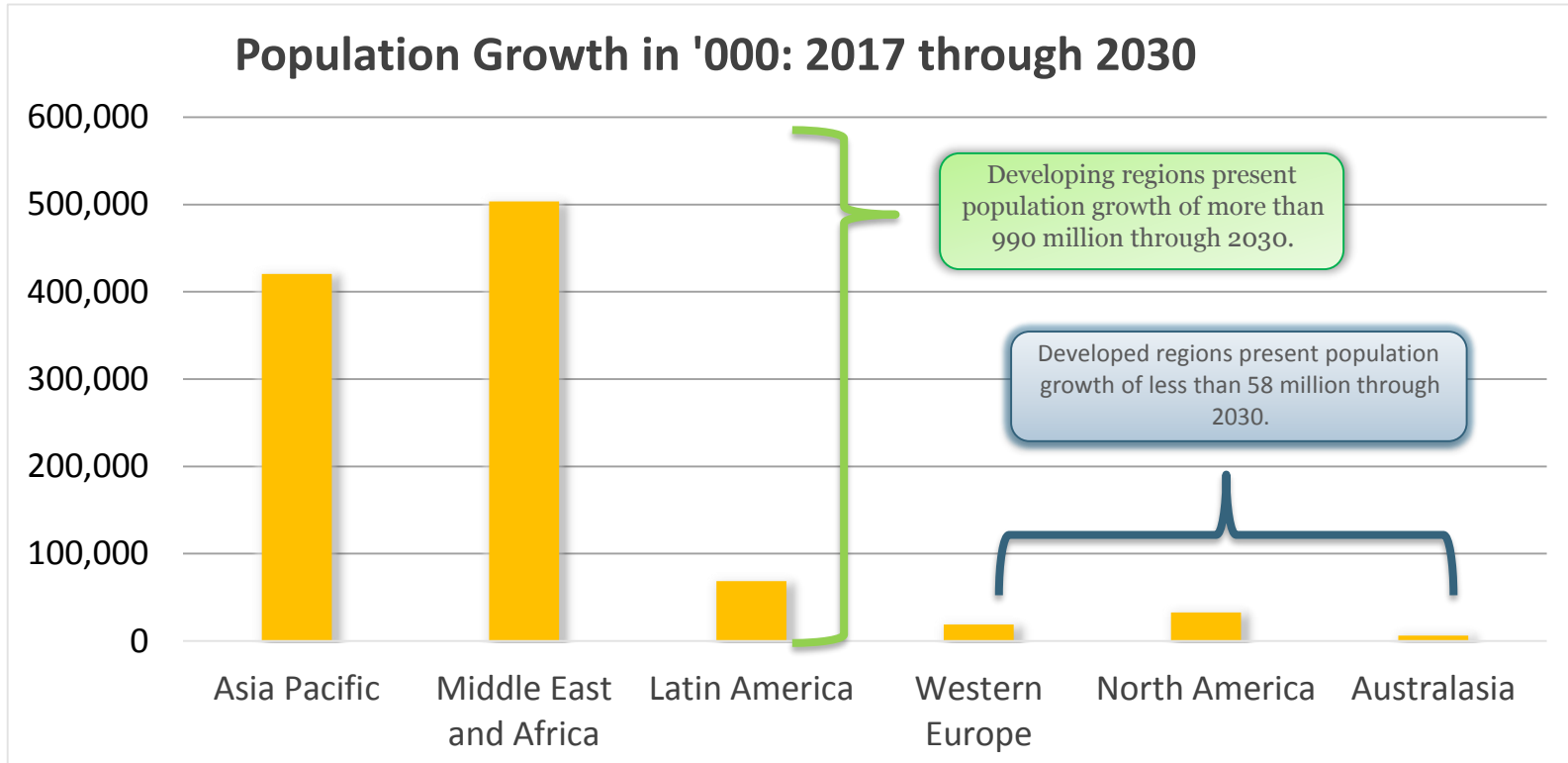
kg Per Capita/Per Household





Rapid urbanisation, accelerating migration and population ageing are the most important forces of global population change as they have the power to transform the world we live in.

Population Growth Driver of Trade

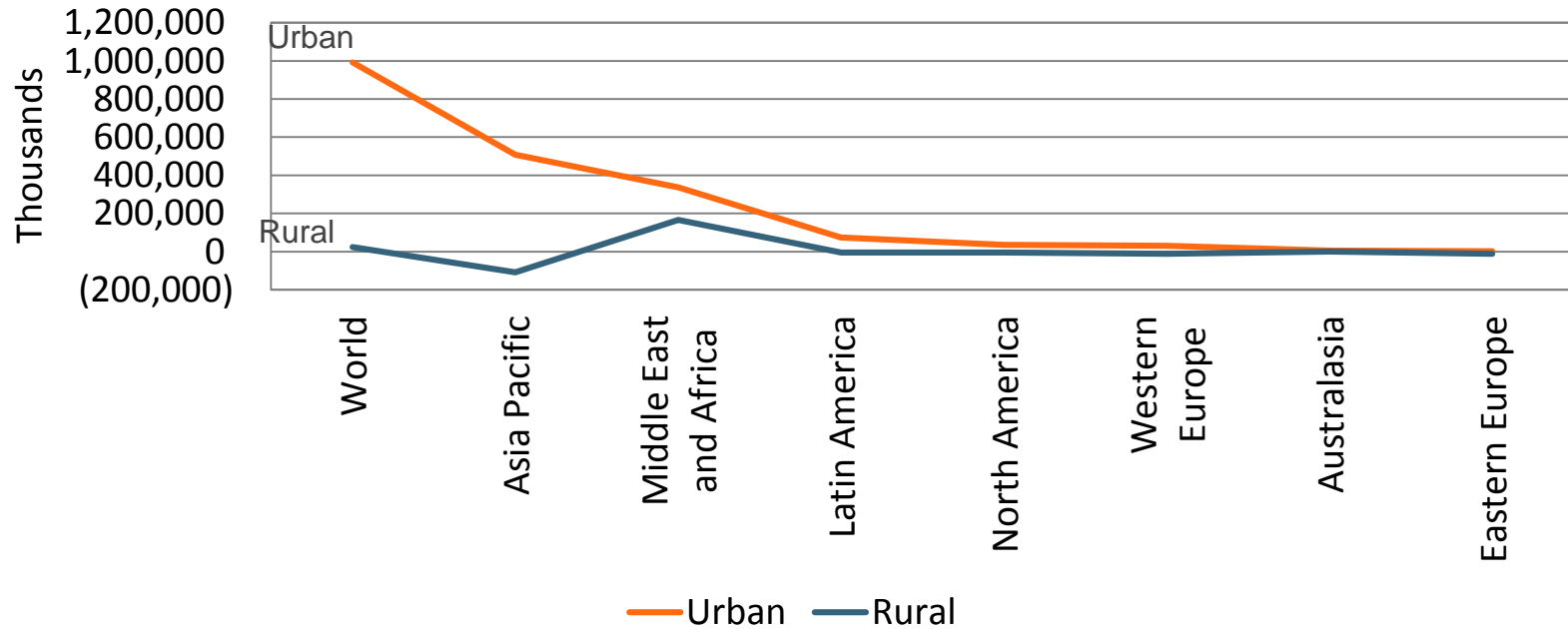


Source: Euromonitor International from national statistics/UN

Urbanization Expands Trade



Urban vs Rural Population Growth 2030



Source: Euromonitor International from national statistics/UN

© Euromonitor International

Impacts of Urbanisation



Rise of single persons



Later parenting;
shrinking families



Expanding middle class with rising incomes



Better access to education



Better connectivity



High costs of housing;
small living spaces



Pressure on infrastructure and services



Less time for leisure and physical activity



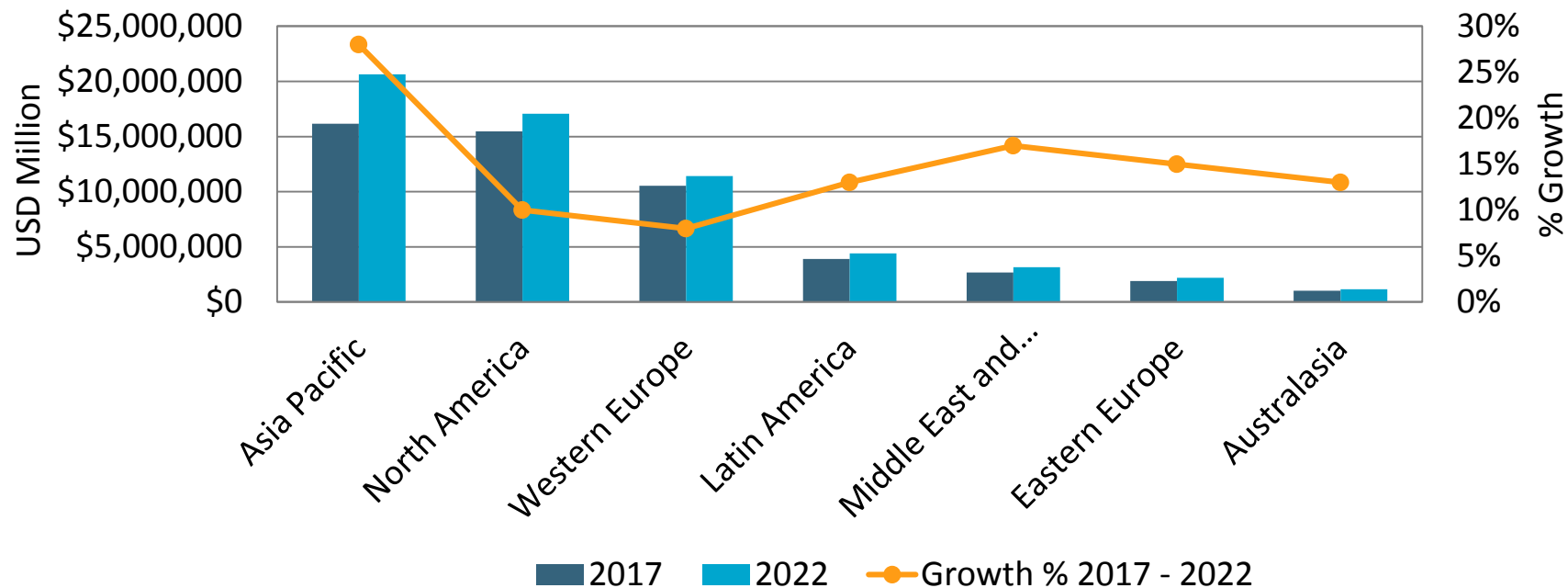
Pollution and related health issues



Large gaps between 'haves' and 'have nots'

Disposable Income Growth Provides More Purchasing Power

Disposable Income by Region Historic/Forecast
USD million

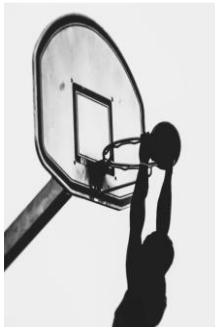


Source: Euromonitor International from national statistics

North Carolina Agriculture

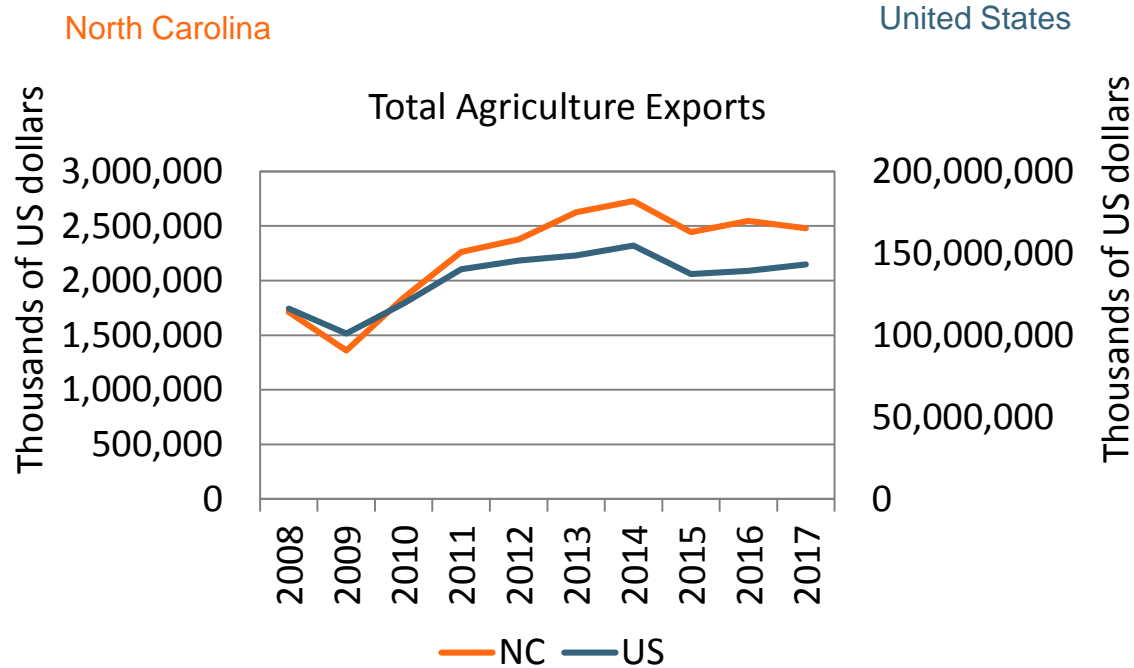


NC is 2% of the Ag
total in US world trade



“Sweet 16”
16 Export State

Agriculture Total Exports North Carolina vs. United States



↑ 45%

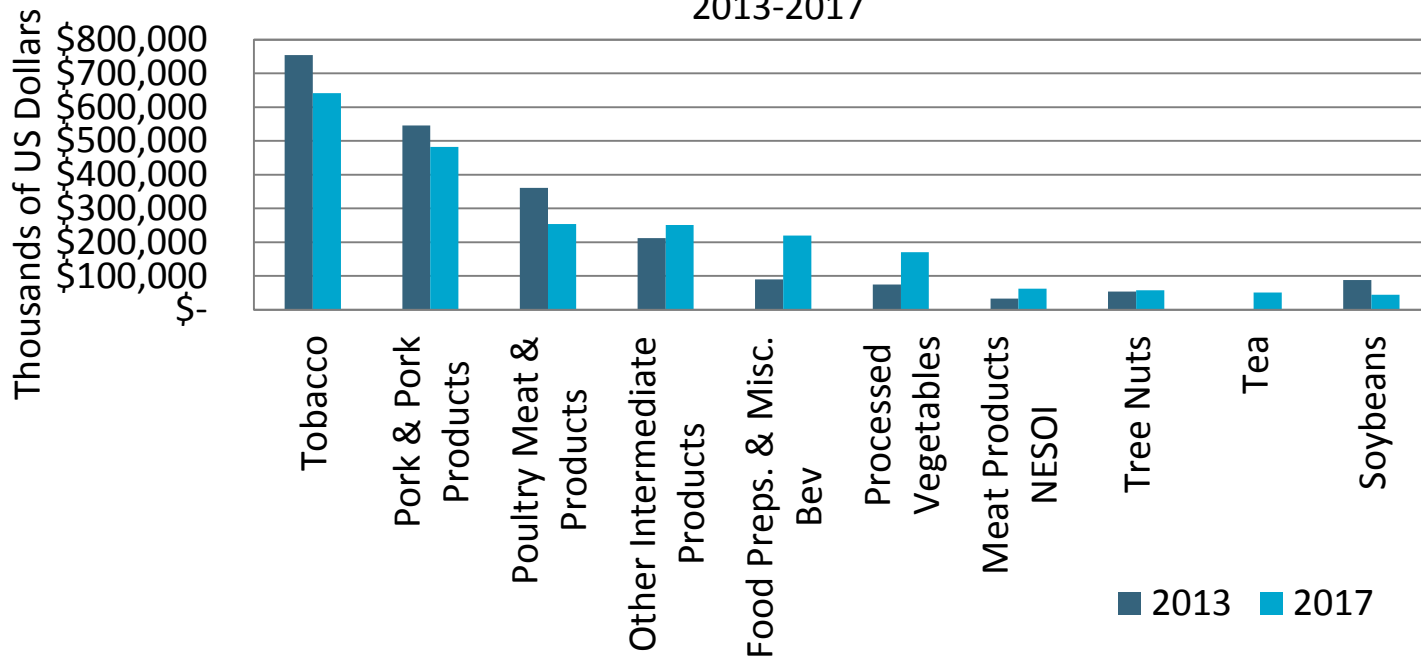
- NC agricultural total exports increased 45% since 2008.

23%

- US agricultural total exports have increased 23% since 2008.

North Carolina Exports

Tier 1: Top 1-10 North Carolina Agriculture Exports
2013-2017

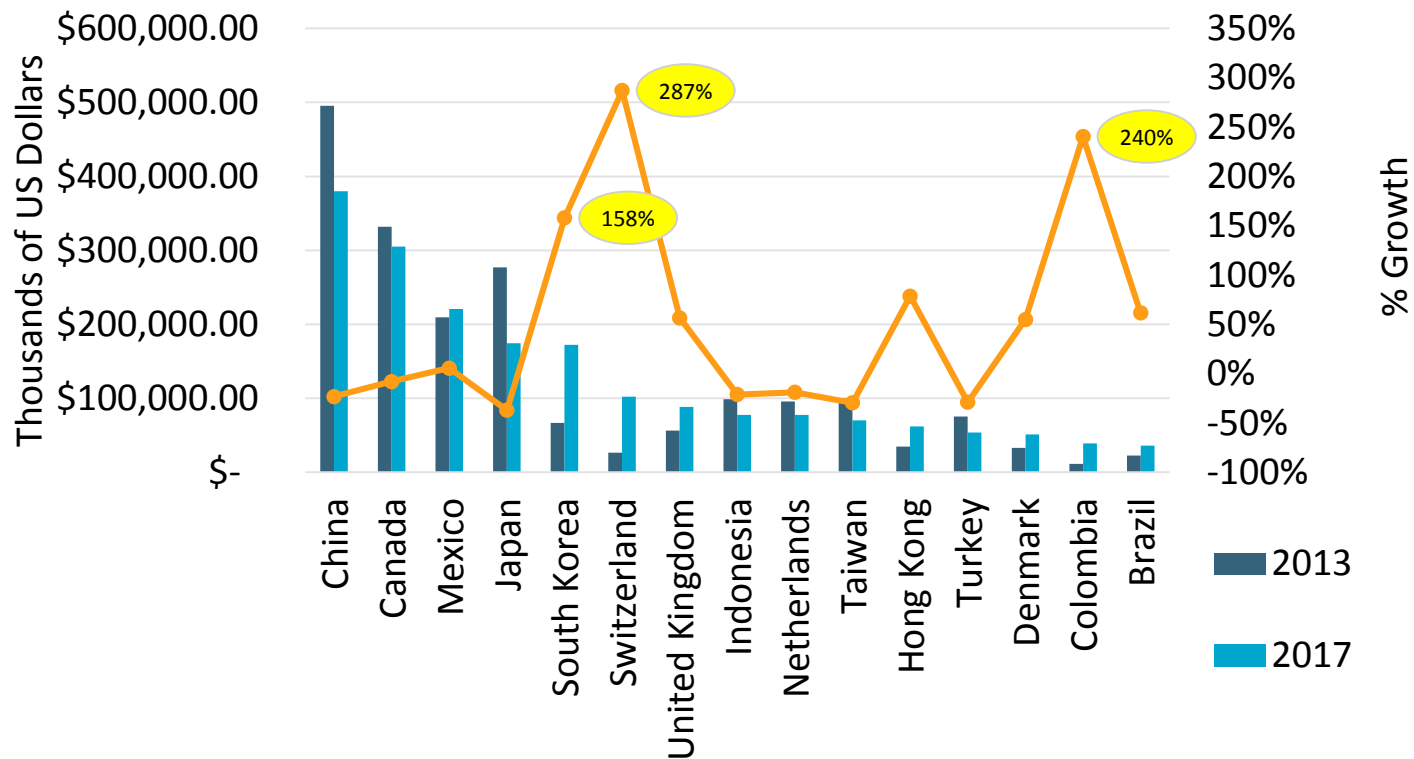


High % Growth Exports

- Food Prep & Misc. Bev: 146 %
 - Food Preps, Nesoi
- Processed Vegetables: 128%
 - Sweet Potatoes
- Tea: 4186%
 - Tea & Mate Extract

Source: Euromonitor International US Census Bureau

North Carolina Top Markets 2013-2017



% Growth

High % Growth Markets

- Switzerland
 - Tobacco
- South Korea
 - Pork
 - Food Preps. & Misc. Bev
- Colombia
 - Pork
 - Poultry

Source: Euromonitor International US Census Bureau

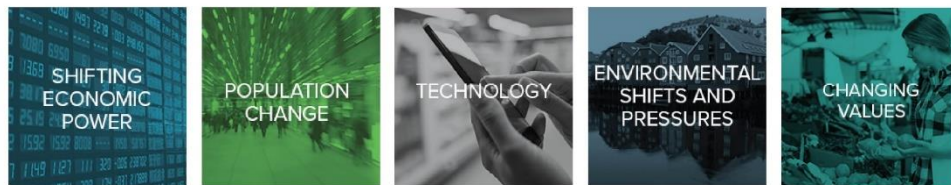
© Euromonitor International

What are Megatrends?

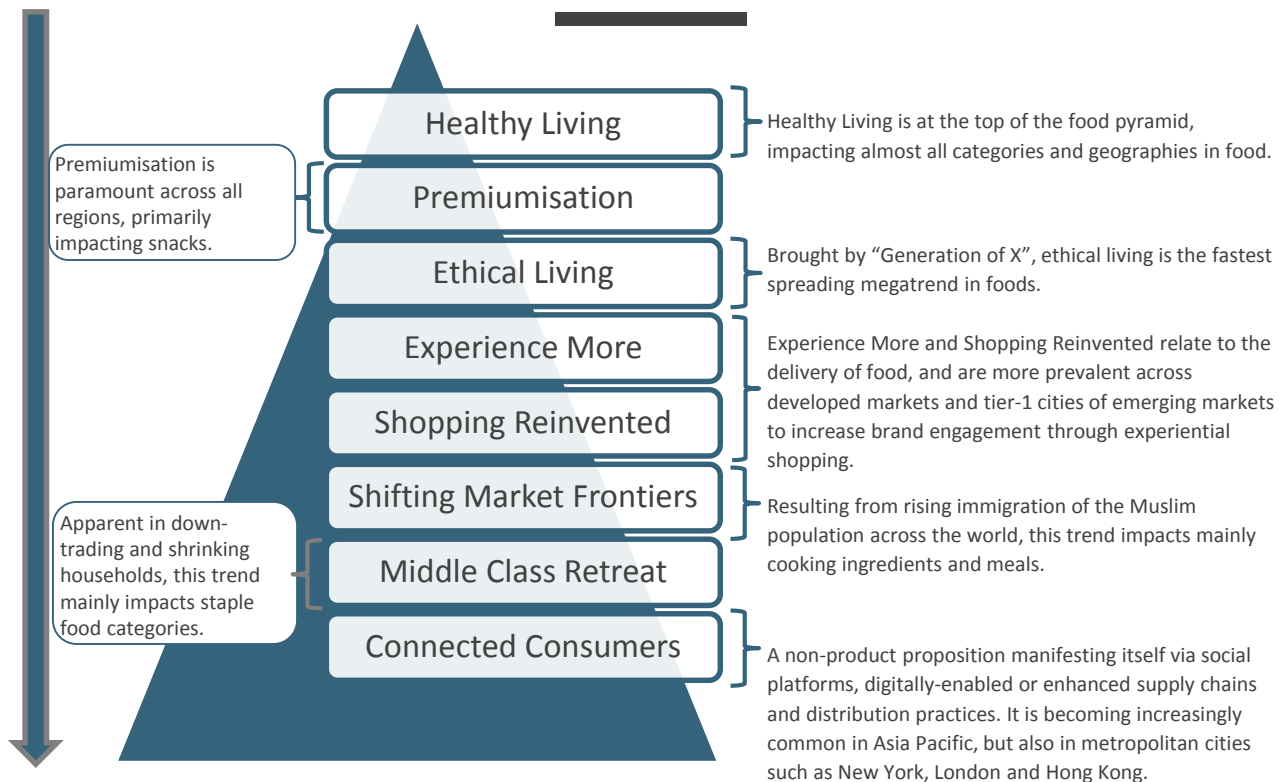
Megatrends



Drivers



The Megatrends Hierarchy in Food



3 Elements of Healthy Living

Prevention



Self Education



Personalization



Back to Basics



Domesticating
Tech



Status Symbol



Mental
Wellbeing

Nutrition



Free From and
Clean Label



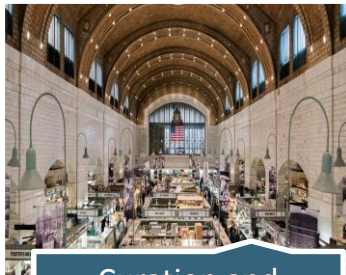
Functional Fuel



Mindful
Indulgence

Image Source (left to right): digitalcare.org, LAMARCALAB.com, aromaweb.com, food manufacture, nutraingredients, YouTube, SmegUK, Evening Standard, Arenas del Mar

Premiumisation in Action: Key Trends



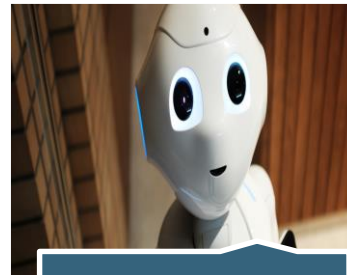
Curation and
Partnership



Personalisation



Smart Luxury



The Quest for Time



Permission to
Indulge



Health is the New
Wealth

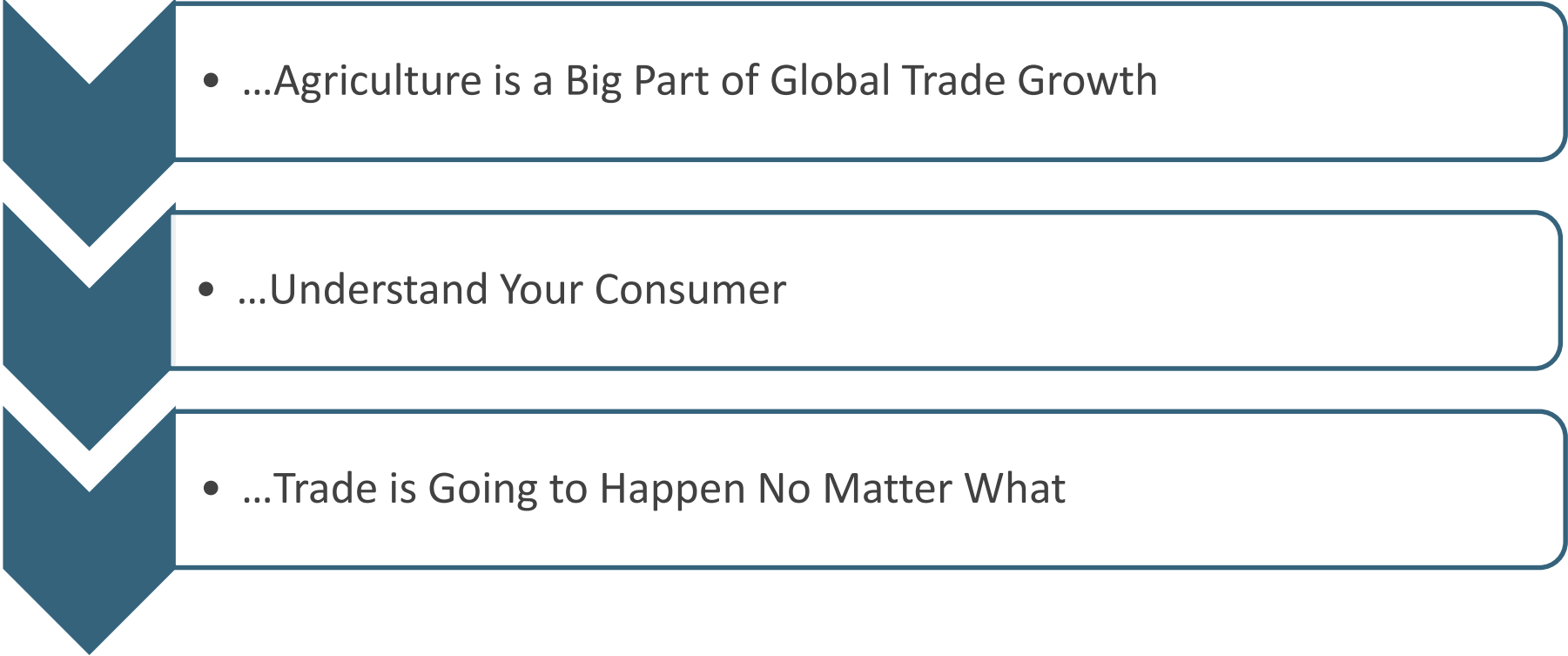


Consuming
Publicly



Buying Experience
and Community

Key Take Aways...

- 
- ...Agriculture is a Big Part of Global Trade Growth
 - ...Understand Your Consumer
 - ...Trade is Going to Happen No Matter What



Thank you

Patti LaGuire // Senior Government Account Manager



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